

POPULATION TOTAL	1990 CENSUS	2000 CENSUS	2003 ESTIMATED	2008 PROJECTED
NORTH CAROLINA	6,628,637	8,049,313	8,408,414	8,996,859
MEDIAN AGE (YRS)		35.3	36.2	37.6
GREENSBORO, NC	1,050,304	1,251,509	1,298,965	1,377,268
MEDIAN AGE (YRS)		36.0	36.9	38.2
HISPANICS (ANY RACE)		62,210	72,351	89,831
STATE'S PERCENTAGE		4.97%	5.57%	6.52%

POPULATION BY RACE	2000 CENSUS	2003 ESTIMATED	2008 PROJECTED
WHITE	931,608	959,797	1,005,945
MSA'S PERCENTAGE	74.44	76.69	80.38
MEDIAN AGE (YRS)	38.4	39.5	41.1
BLACK/AFRICAN-AMERICAN	252,688	263,433	280,339
MSA'S PERCENTAGE	20.19	21.05	22.40
MEDIAN AGE (YRS)	30.7	31.5	33.0
AMERICAN INDIAN/NATIVE	4,703	5,079	5,774
MSA'S PERCENTAGE	0.38	0.41	0.46
MEDIAN AGE (YRS)	31.9	31.7	31.3
ASIAN	16,929	18,859	22,249
MSA'S PERCENTAGE	1.35	1.51	1.78
MEDIAN AGE (YRS)	29.6	30.1	31.4
HAWAII/PACIFIC ISLANDER	330	361	427
MSA'S PERCENTAGE	0.03	0.03	0.03
MEDIAN AGE (YRS)	25.1	25.6	26.2
OTHER	30,040	35,162	43,859
MSA'S PERCENTAGE	2.40	2.81	3.50
MEDIAN AGE (YRS)	23.2	24.1	25.3

POPULATION BY LOCALITY	2003 ESTIMATED	2008 PROJECTED
URBAN	255,066	262,048
SUBURBAN	751,756	797,409
RURAL	292,143	317,811

SOURCES: USDA AND CLARITAS INC. © 2004.

Marketing Services Branch

<b>INCOME</b>	<b>2003 ESTIMATED</b>	<b>2008 PROJECTED</b>	
HOUSEHOLD MEDIAN	\$45,337	-----	
PER CAPITA	\$23,843	-----	
<b>EXPENDITURES</b>	<b>2003 ESTIMATED</b>	<b>2008 PROJECTED</b>	<b>% CHANGE</b>
TOTAL EXPENDITURES	\$21,116,067,000	\$27,000,053,000	27.86%
FOOD AT HOME TOTAL	\$2,405,492,600	\$2,827,079,800	17.53%
FOOD AWAY FROM HOME TOTAL	\$2,251,739,200	\$2,844,264,700	26.31%
FOOD AS % OF TOTAL EXPENDITURES	22.06%	21.00%	-----
<b>FOOD AT HOME</b>	<b>2003 ESTIMATED</b>	<b>2008 PROJECTED</b>	<b>% CHANGE</b>
MEATS (ALL TYPES)	\$498,418,500	\$591,441,200	18.66%
FISH & SEAFOOD PRODUCTS	\$47,772,600	\$55,998,400	17.22%
FRUITS & VEGETABLES	\$273,492,000	\$315,686,100	15.43%
DAIRY PRODUCTS	\$257,621,700	\$301,642,900	17.09%
BAKERY PRODUCTS	\$258,890,700	\$294,843,600	13.89%
CEREALS & PRODUCTS	\$126,215,200	\$151,758,000	20.24%
PREPARED FOODS	\$393,886,300	\$465,746,500	18.24%
JUICES	\$65,945,000	\$76,927,400	16.65%
<b>FOOD AWAY FROM HOME</b>	<b>2003 ESTIMATED</b>	<b>2008 PROJECTED</b>	<b>% CHANGE</b>
BREAKFAST & BRUNCH	\$160,109,900	\$224,083,900	39.96%
FAST FOOD	\$65,331,200	\$89,206,200	36.54%
FULL SERVICE	\$94,778,700	\$134,877,600	42.31%
LUNCH	\$541,290,900	\$683,050,100	26.19%
FAST FOOD	\$319,602,400	\$394,204,200	23.34%
FULL SERVICE	\$221,688,500	\$288,845,800	30.29%
DINNER	\$807,733,600	\$1,042,056,800	29.01%
FAST FOOD	\$306,845,700	\$381,337,000	24.28%
FULL SERVICE	\$500,887,900	\$660,719,800	31.91%

SOURCES: USDA AND CLARITAS INC. © 2004.

Marketing Services Branch

FOOD AT HOME EXPENDITURES	2003 ESTIMATED	2008 PROJECTED	% CHANGE
<b>MEATS</b>			
MEATS (ALL TYPES)	\$959	\$1,067	11.26%
POULTRY	\$297	\$332	11.78%
EGGS	\$44	\$48	9.09%
<b>FISH &amp; SEAFOOD</b>			
FRESH	\$48	\$52	8.33%
FROZEN	\$28	\$33	17.86%
CANNED	\$16	\$16	0.00%
<b>FRUITS / VEGETABLES</b>			
FRESH	\$352	\$384	9.09%
CANNED	\$85	\$95	11.76%
FROZEN	\$67	\$69	2.99%
OTHER	\$22	\$21	-4.55%
<b>DAIRY PRODUCTS</b>			
FRESH MILK & CREAM	\$149	\$161	8.05%
CHEESE	\$134	\$141	5.22%
ICE CREAM	\$85	\$93	9.41%
BUTTER / MARGARINE	\$37	\$45	21.62%
<b>BAKERY PRODUCTS</b>			
BREAD & PRODUCTS	\$387	\$414	6.98%
COOKIES	\$73	\$77	5.48%
CRACKERS	\$39	\$41	5.13%
<b>CEREALS &amp; PRODUCTS</b>			
CEREALS	\$134	\$144	7.46%
PASTA PRODUCTS	\$46	\$54	17.39%
FLOUR & MIXES	\$36	\$43	19.44%
RICE	\$27	\$33	22.22%
<b>PREPARED FOODS</b>			
SNACKS/CHIPS	\$123	\$144	17.07%
JUICES	\$127	\$139	9.45%
FROZEN/PREP. OTHER	\$101	\$118	16.83%
SOUPS	\$58	\$67	15.52%
SAUCES & GRAVIES	\$61	\$60	-1.64%
BABY FOOD	\$45	\$49	8.89%
FROZEN MEALS	\$50	\$57	14.00%
NUTS	\$29	\$32	10.34%
SALADS	\$27	\$32	18.52%

SOURCES: USDA AND CLARITAS INC. © 2004.

Marketing Services Branch